

**What is claimed is:**

1. An injection molding soft resin composition comprising:

(A) an ethylene/ $\alpha$ -olefin copolymer in an amount of 99  
5 to 5 parts by weight, said copolymer comprising ethylene and  
an  $\alpha$ -olefin of 3 to 10 carbon atoms, and

(B) a thermoplastic elastomer composition in an amount  
of 1 to 95 parts by weight, said thermoplastic elastomer  
composition being obtained by dynamically heat treating a  
10 crystalline polyolefin resin (a) and an olefin copolymer rubber  
(b) in the presence of a crosslinking agent,

the total of said components (A) and (B) being 100 parts  
by weight,

wherein the ethylene/ $\alpha$ -olefin copolymer (A) has:

15 (i) a Shore A hardness (JIS K 6253) of 40 to 95,  
(ii) a melt flow rate MFR<sub>2.16</sub> (ASTM D 1238, 190°C, load  
of 2.16 kg) of 1.0 to 100 g/10 min, and

(iii) a density (ASTM D 1505) of 855 to 900 kg/m<sup>3</sup>,  
and

20 the thermoplastic elastomer composition (B) has:

(i) a gel content of 30 to 100 %, and  
(ii) a Shore A hardness (JIS K 6253) of 40 to 95.

2. The injection molding soft resin composition as claimed in claim 1, having a Shore A hardness (JIS K 6253) of 40 to 95 and a melt flow rate MFR<sub>2.16</sub> (ASTM D 1238, 190°C, load of 2.16 kg) of 1.0 to 100 g/10 min.

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3. The injection molding soft resin composition as claimed in claim 1 or 2, wherein the ethylene/ $\alpha$ -olefin copolymer (A) has:

(iv) a molecular weight distribution (Mw/Mn), as  
10 determined by gel permeation chromatography (GPC), of 1 to 3, and

(v) a ratio (MFR<sub>10</sub>/MFR<sub>2.16</sub>) of a melt flow rate MFR<sub>10</sub> (ASTM D 1238, 190°C, load of 10 kg, g/10 min) to the MFR<sub>2.16</sub> (g/10 min) ranging from 5 to 20.

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4. The injection molding soft resin composition as claimed in claim 1, wherein the ethylene/ $\alpha$ -olefin copolymer (A) is a mixture of two or more kinds of the ethylene/ $\alpha$ -olefin copolymers (A).

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5. An injection molded article comprising the injection molding soft resin composition of any one of claims 1 to 4.

6. The injection molded article as claimed in claim 5, having been subjected to painting on the surface.

7. The injection molded article as claimed in claim 5 6, having been subjected to color finish with a paint, said color finish being made by coating the surface of the injection molded article of claim 5 with a primer comprising a styrene elastomer resin having been graft polymerized with a monomer having an  $\alpha, \beta$ -monoethylenically unsaturated group and then 10 conducting the painting.

8. The injection molded article as claimed in claim 6, having been subjected to color finish with a paint, said color finish being made by coating the surface of the injection 15 molded article of claim 5 with a mixture of the primer of claim 7 and a photopolymerization initiator, subjecting the coated surface to UV treatment and then conducting the painting.

9. A toy comprising the injection molded article of 20 any one of claims 5 to 8.

10. A daily use miscellaneous article comprising the injection molded article of any one of claims 5 to 8.